

Request for Qualifications

San Mateo County
Safe Routes to School (SR2S)
Technical Assistance Program

City/County Association of Governments of San Mateo County (C/CAG)
555 County Center, 5th Floor
Redwood City, CA 94063

May 14, 2013

For further information contact:

John Hoang

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Fax: 650-361-8227

E-Mail: jhoang@smcgov.org

Request for Qualifications
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Safe Routes to School (SR2S)
Technical Assistance Program

The City/County Association of Governments of San Mateo County (C/CAG) invites your firm to submit its proposal and fee estimate for providing technical services for the San Mateo County Safe Routes to School (SR2S) Program.

Statement of Qualifications must be received **NO LATER THAN 12:00 P.M., Tuesday, June 4, 2013.** Six (6) copies of your materials should be mailed or delivered to:

C/CAG
555 County Center, 5th Floor
Redwood City, CA 94063
Attention: John Hoang

Phone (650) 363-4105
Fax (650) 361-8227
E-mail: jhoang@smcgov.org

SUBMITTAL REQUIREMENTS

Each submittal must include the following information. This information should be minimum 12 pt. font on 8.5 x 11 paper confined to **no more than five (5) double sided pages** excluding the transmittal letter and resumes of staff members and references. Other pertinent information is not to exceed the equivalent of two (2) 8.5 x 11 pages.

1. **Transmittal Letter:** The Statement of Qualifications (SOQs) shall be transmitted with a cover letter describing the respondent's interest and commitment to the proposed project. The cover letter should include the name, title, address and telephone number of the individual to whom correspondence and other contacts should be directed during the consultant selection process. The person authorized to negotiate contractual agreements shall sign the cover letter.

Address the cover letter and the SOQs as follows:

C/CAG
555 County Center, 5th Floor
Redwood City, CA 94063
Attention: John Hoang

2. **Project Understanding/Approach:** Briefly present your firm's understanding of the project and address how your firm will approach all of the major elements of the proposed scope of work as included in "Attachment A" of this Request for Qualifications.
3. **Experience:** Briefly identify any past experience you have had with Safe Routes to School programs and projects.
4. **Qualifications:** Identify the qualifications of your staff assigned to provide the services. Brief

resumes of key staff may also be included. Please identify the individual who will be the primary point of contact (project manager) and personnel that will be providing the specific services.

5. References: Provide a list of references, including contact information, for agencies that you have implemented Safe Routes to School programs and projects for.
6. Cost Estimate: Provide a cost proposal including schedule of costs for each service to be provided including personnel names, classification, hourly rates, overhead rates, and any other cost items.
7. Time Frame: Provide an estimated schedule and duration of proposed Safe Routes to School activities.

EVALUATION CRITERIA / SELECTION PROCESS

A selection panel will evaluate the SOQs based on the following criteria:

- Firm qualifications and experience, including capability and experience of key personnel and experience with other public or private agencies to provide these services
- Proposed approach, including clarity of understanding of the scope of services to be provided and appropriateness of the proposed solution/services
- History of successfully managing other contracts with public or private agencies
- Ability to meet any required timelines or other requirements

C/CAG may consider any other criteria it deems relevant, and the Selection Committee is free to make any recommendations it deems to be in the best interest of C/CAG, the San Mateo County Office of Education, School Districts and individual schools, and/or the San Mateo County Safe Routes to School Program in general.

The selection panel will rank the SOQs and determine the top consulting firms to qualify to perform work. Consultant interviews may be held, if necessary. C/CAG intends to select multiple consulting firms (exact number of firms to be determined) to provide SR2S services and assistance to schools. Selected firms shall be prepared to enter into agreements directly with the school districts or individual schools. The consultant's performance will be evaluated at the end of the contract. With favorable performance evaluation, consultant may maintain qualified consultant status for an additional two (2) years.

C/CAG reserves the right to reject all SOQs, and not enter into any contract for the services described in the Request for Qualifications. C/CAG also reserves the right to accept other than the SOQs with the lowest costs and to negotiate with proposers on a fair and equal basis when the best interests of C/CAG are served by doing so.

C/CAG may consider any other criteria it deems relevant, and the Selection Committee is free to make any recommendations it deems to be in the best interest of C/CAG and the San Mateo County Safe Routes to School Program. Inaccuracy of any information supplied within a SOQ or other errors constitute grounds for rejection of the SOQ. However, C/CAG may, in its sole discretion, correct errors or contact a proposer for clarification.

DISADVANTAGED BUSINESS ENTERPRISES PARTICIPATION

The San Mateo County SR2S Program is partially funded by the U.S. Department of Transportation (DOT) through the California Department of Transportation (Caltrans) and the Metropolitan

Transportation Commission (MTC). C/CAG, as the recipient of Federal Highway Administration (FHWA) federal funds, including the San Mateo County Office of Education, school districts, and individual schools receiving the funds, will adhere to provisions of Title 49 C.F.R. Part 26 by the U.S. DOT as it pertains to local agencies and the Caltrans Disadvantaged Business Enterprise (DBE) Program Plan. C/CAG will make good faith efforts to implement Caltrans' New Race-Conscious (RC) DBE Program Plan as it applies to local agency transportation projects funded with FHWA federal funds.

DBEs and other small businesses are encouraged to participate in the performance of federally funded contracts. Consultants shall ensure that certified DBE firms have the opportunity to participate in the performance of the work that is the subject of this solicitation and shall take all necessary and reasonable steps for such assurance. Consultants shall not discriminate on the basis of race, color, national origins, or sex in the award and performance of subcontracts.

TENTATIVE SCHEDULE FOR THE REVIEW PROCESS

<u>Date</u>	<u>Description</u>
May 14, 2013	Release Request for Qualifications
June 4, 2013	Statement of Qualifications Due
June 10 – June 14, 2013	Selection Panel review Statement of Qualifications. Consultant interviews may be held (if necessary). Consulting firms selected for an interview must be available during this period.

ATTACHMENT A

San Mateo County Safe Routes to School (SR2S) Technical Assistance Program

SCOPE OF WORK

BACKGROUND

The San Mateo County Safe Routes to School (SR2S) Program is a countywide program with the overall goal of encouraging and enabling school children to walk and bicycle to school by implementing projects and activities to improve health, well-being, and safety which results in less traffic congestion and emissions caused by school-related travels.

The County's SR2S Program was initiated by the City/County Association of Governments of San Mateo County (C/CAG), the County's congestion management agency, as a result of the region's Climate Initiative Program, developed by the Metropolitan Transportation Commission (MTC). The San Mateo County Office of Education (SMCOE) was designated to serve as the lead agency to administer the countywide SR2S Program for San Mateo County beginning in 2011.

SMCOE is coordinating the SR2S Program for the San Mateo County schools. The SR2S is a national program designed to increase the number of children and families walking and bicycling to school. Ultimately, the goal is to increase the health and safety of children and the community and decrease traffic and pollution. Federal, state, and regional funding is available for infrastructure and non-infrastructure grants. Infrastructure grants fund engineering or environmental improvements to create safer walking and biking environments, such as improved crosswalks, pedestrian flashers, or bike lanes. Non-infrastructure grants promote walking and biking to school through education and encouragement. They also address safety concerns by encouraging greater enforcement of traffic laws, educating the public, exploring ways to create safer streets, and evaluating activities along the way.

The goals of the San Mateo County SR2S project are to:

- Increase the number of children safely walking and bicycling to school
- Assist school and community members to identify and address unsafe conditions
- Reduce traffic congestion around schools
- Create safer, calmer streets and neighborhoods
- Develop a sustainable Safe Routes to School program in San Mateo County

A San Mateo County SR2S Program Guide was developed in the December 2011 as a resource document for parents, schools, and public agencies interested in different programs, strategies, and activities that promotes walking and bicycling to schools focusing on non-infrastructure components of the 5 E's such as education, encouragement, enforcement, evaluation, and some engineering elements. The guide can be found on the SMCOE website at <http://www.smcoe.k12.ca.us/InstructionalServicesDivisionISD/casp/sr2s/Pages/Resources.aspx>

In the fall 2011, SMCOE began outreach to schools, including district superintendents and principals to determine interest and potential participation in the San Mateo County SR2S Program. The non-infrastructure programs include but are not limited to the following activities under the 5 E's

identified in the SR2S Program Guide:

- Classroom curriculum and skills training
- Bicycle rodeos
- School traffic safety campaigns
- Walking school bus, bicycle train, school pool
- Competitions and incentives
- Surveys, and other related activities.

There are 23 school districts, including a combined 136 elementary and intermediate schools in San Mateo County. A total of 18 school districts and 105 schools have participated through the first two years of the SR2S Program. Some projects, primarily bicycle and walk audits, were implemented in the winter of 2011 and the spring 2012 school semesters with the remaining projects being provided during the current 2012-13 school year. These numbers indicated the success of the launching of the SR2S program by the SMCOE. It is anticipated that more projects of varying types will continue to be implemented during the next school year (2013-14).

For more information about the San Mateo County SR2S Program please visit <http://www.smcoe.k12.ca.us/InstructionalServicesDivision/ISD/casp/sr2s/Pages/default.aspx>

PURPOSE AND DESCRIPTION

C/CAG seeks to qualify multiple consultants (for-profit or non-profit) that can provide technical assistance and other support services to the San Mateo County schools (K-12) in implementing safe routes to school projects and programs identified in the SR2S Program Guide in addition to other related projects to promote comprehensive program activities.

The intent of the SR2S technical assistance program is to retain a number of prequalified consulting firms to provide assistance to schools through the San Mateo County SR2S Program. The total number of the consulting firms selected will be determined based on results of the RFQ selection process. Consultants selected through this RFQ process will contract with school districts and individual schools. Individual SR2S projects will be matched with the firm's services indicated in their respective SOQ, area of expertise, and the need of the schools receiving the assistance. There are no preset minimum numbers of projects a consultant will be assigned or a minimum amount a consultant will receive.

SCHEDULE

Non-infrastructure projects will be implemented during the Fiscal Year 2013-14 (July 1, 2013 – June 30, 2014)

SCOPE OF WORK

The SR2S Program Guide includes a listing of typical projects, focusing on non-infrastructure projects.

Consultant will provide information to demonstrate past successes with providing services and implementing non-infrastructure Safe Routes to School related projects under the categories of education, encouragement, enforcement, evaluation, and engineering (excluding capital projects).

Consultant will indicate experience with each SR2S non-infrastructure project and include pertinent information that describes the project/program, location (school, school district, other), roles and responsibilities for implementing and/or facilitating activities, duration of previous project/program, staffing, and cost. Some examples of programs that Consultant may provide include but are not limited to the following:

- Promotional and educational materials
- Bicycle and pedestrian safety curriculum, materials, and trainers
- Training and workshops that target schools, parents, and community audiences
- Data gathering, analysis, and evaluation reporting at the local project level
- Project management and coordination services

The following is a recommended project outline intended to establish the general framework for this project. The Consultant should use this outline as a guide and expand or modify each project task to present the most comprehensive scope to perform the work. The Scope of Work for the SOQ should address the following:

- Project Understanding/Approach
 - Project management and administration
 - Written report of actions
- Experience and Qualifications
 - Implementation experience
 - Duration of project
 - Pertinent information – school, school district, other
 - Implementation strategy for each program and project
 - Staffing requirements
- Workplan (for each service, activity or project)
 - Description
 - Schedule and deadlines
 - Products to be delivered
 - Cost Estimate
 - Fee Schedule and Hourly Rates
- References

Consultant should include any other samples of work, as applicable.